Resume on

"MARKETING STRATEGIES ADOPTED BY PRIVATE COACHING CLASSES IN MARATHWADA REGION - A COMPARATIVE STUDY OF NANDED AND LATUR DISTRICT"

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Introduction

In Today's world everybody want to excel in his /her life .To reach this goal of excellence one needs access to quality education. However,the present education system or schools of the country are unable to cater to the needs of the aspiring students so they are compelled to look for other alternative avenues and here come to the picture the private coaching classes and their importance in shaping the future of students.

In order to capitalise on the prevailing conditions and to make their presence felt the coaching institutes are adopting various methods and strategies and the current research is dedicated to analyse these Methods and strategies.

Researcher wants to carry research on "Marketing Strategies Adopted by Private Coaching Classes in Nanded and Latur districts."

In the history of mankind education has formed the basis for the development of people and society. The young generation from the total darkness of ignorance to the path of enlightenment is guided by Education only. Hence, education build as one of the components to modernisation society and this tool has to be used as a powerful instrument of social, economic and political change. The most important role of education is to achieve social uplift and national as well as international integration. The role of Education contributes to develop knowledge, skills, abilities, attitudes and values. Education can inspire the people with full of knowledge, the sense of purpose and big confidence essential for building dynamic, vibrant and cohesive nation. This provides its people with the wherewithal for creating better, fuller and more purposeful life.

Technology serves as an extension and enhancer for handicapped population. For providing the study material to students, technology helps in learning and visual understanding the conceptual information. It is helpful in organizing and giving proper structure. This could help students, teachers, and parents for better interaction, anytime and whenever they want. Internet makes the things easily available and facilitates, assists in the authentication and prioritization study material to students. It gives an inspiration for visualize, and interact with scientific approach, models and processes. Help in up gradation of knowledge and history learning and depicting future trends.

Education in India:

The ancient history bears the testimony of the fact that there was in existence another type of educational system in the country even in the pre-historic ages. Generally priests were the teachers. Education used to aim at the proper behaviour of the students and Vedas were accepted as the source to enrich each kind of knowledge. During Vedic period, education was imparted at the homes of preceptors. As number of students increased, those homes took the form of 'GURUKULA', students used to go to Guru's place and they were regarded as members of his own family. Education was concerned with both abstract and concrete manifestations of human life. Subjects of the study were Ved as Vedanga, skripts, history, Puran and other literatures. During this period concept of vocationaleducation was widely accepted in the field of medicine, military and industry. Education was beneficial to spiritual, mental and physical development.

India, with more than a billion residents, has the second largest education systemin the world (after China). Experts estimate that 32 percent of its currentpopulation is under the age of 15. But counter to the image of India as ayouthful engine of economic growth where many urban-based citizens work insome of the best technology-cantered jobs in the world, males in India completejust 2.9 years of schooling on average, females just 1.8 years.

And for the smallproportion that do persist through primary and secondary schooling, the qualityof instruction varies widely, depending on the region of the country and whetherone is enrolled in a State-supported public school or a fee-based private school.

Present structure of education is the product of lastfour thousand years. Education today is somewhat veryunbelievable in the past. The system of education was for thesocial structure of society. The society was for the studentnot the students for the society.

Statement of the problem:

Since the only goal of advertising or promotional activity carried by private coaching classes'providers is to gain students, state goals, particularly the 'equality concept', are missing.Currently, advertising and promotionalcompetitionbetween the providersforces higher tuition fees. The formal language used in many of the marketingmaterials does not meet academic standards. The above observations motivated an attempt to understand the impact of business marketing when applied to education. Coaching classes may be one of the needs for students for cracking entrance examinations to develop the skilled and qualified human resource in Indian education system.

1. What type of marketing approach is currently practiced, when marketing of coaching classes?

2. What reasoning underpins the adoption of any particular approach to marketing?

3. What advantages and disadvantages result from the approachadopted?

4. How the marketing strategies involved in creation brand name in coaching classes environment?

5. How the marketing has developed awareness of coaching classes in parents?

Objectives

The objectives of the proposed research study are listed as follows:

1. To study the product related strategies of private coaching classes in Nanded and Latur districts.

2. To study Process related strategies of private coaching classes in Nanded and Latur districts.

3.To studyPlace related strategies of private coaching classes in Nanded and Latur districts.

4. To study Pricingrelated strategies of private coaching classes in Nanded and Latur districts.

5.To study Promotion related strategies of private coaching classes in Nanded and Latur districts.

6. To study Physical evidences related strategies of private coaching classes in Nanded and Latur districts.

7. To study People related strategies of private coaching classes in Nanded and Latur districts.

Hypothesis of the study

The null hypotheses are as follows

1. The product related strategies of private coaching classes in Nanded and Latur districts are not different.

2. TheProcess related strategies of private coaching classes in Nanded and Latur districts are significantly same.

3.The Place related strategies of private coaching classes in Nanded and Latur districts are significantly similar.

4. ThePrice related strategies of private coaching classes in Nanded and Latur districts are nearly similar.

5.There is no significant relation with Promotion related strategies of private coaching classes in Nanded and Latur districts are somehow equivalent.

6. The Physical evidences related strategies of private coaching classes in Nanded and Latur districts are same.

7. There is no significant difference inPeople related strategies of private coaching classes in Nanded and Latur districts.

Scope of the study

This study ismainly focused on the field work survey for collecting data related to marketing strategies adopted by private coaching classes in selected cities in Marathwada. The study is an attempt to understand private coaching market and marketing strategies in management practices on advanced scale their impact may helpful as guideline in future to society.

Limitation of the study

1. Increased production costs

Coaching which are giving you the nice results students have to pay comparatively high tuition fees for brand name. Ultimately this will result in higher production costs & therefore higher retail price. So, in many cases, the poorer groups of societies find they cannot afford to join those classes.

2. Violent competition

As a result, the quality of the coaching classes and students random extraordinary response creates full competition. Conversely, an advertising campaign that consumes a higher proportion of the money available is considered to be the first option for marketing purposes.

Review of Literature

Researcher attempted to gather, summarize ideas from various sources of research publications and journals with special references for marketing strategies adoption of private coaching classes in selected cities in Marathwada.

1) Phadke and Bhagvat, (2011), in the contributed research article, "Student's Perception of Education Service Quality and Value", gave an idea about dimensions used by students in educational service quality and value evaluations and suggested. Four dimensions college administration, faculty interpersonal behaviour, faculty, teaching and college facility and students perceive value based on four dimension learning enjoyment value, image value and functional value and Money.

2) Aziza and Abdul, (2012), in their research article, "Education Service: International Students Perception", studied that education has become the leading symbol of prestige and highest learning institutions are among the largest service industry. They also stated the multiple tasks are involved not only to maintain and hold their identities to provide quality services which build golden opportunities help in attracting applicants from locally or internationally which meets learner's need.

3) Sandhotz, (1997), in his research, "Accomplished Teachers: Integrating Computers Into Classroom Practice", suggested major change in lower achieving students, those students could not reach with teacher cantered learning, responding positively and giving alternate ways of expressing knowledge which resembles for establishing self-esteem and status.

4) Richard and Boris, (2011), in his research, "Evaluating the Effectiveness of Technology in our school", investigation, they showed technology should be a tool to help educators meet the educational needs of all children. As such, technologies cannot function as solutions in isolation but must be thought of as key ingredients in making it possible for schools to address core educational challenges Technology can serve as a supportive in teaching and learning.

5) Mansi Paul, (2003), in his research, "Aspiring Students Requirement and Perception Private Educational Institutions/ Universities", studied the aspirations for traditional courses

such as medical, engineering are higher in addition to Information Technology sector courses require perception of private educational institutes.

6) Alam and Khalifa, (2009), studied in their investigation article, “The impact of business marketing approach to Education: A study on HE in Bangladesh”, positive as well as negative effect of privatization in education, through interview and questionnaire of marketing in education field in Bangladesh.

7) Scrivener, (2008), in his article, “More Guidance, Better Results?”,studied that students randomly assigned to the treatment group (coaching) moved through remedial courses more quickly, took and passed more courses and earned more credits in their first semester than students in the control group (no coaching). Private coaching has focused on improving the efficacy of students’ academic habits, time management and study skills.

8) Singh, A., (2005),in the research article ,“ Proposed Examination Reforms”, educational experts together agreed that the present structure of board and competitive examination needs to be changed with a system friendly to students. Something needs to be done to overcome the huge load of entrance examination stress on students but without lowering the quality of education.

9) Bhatt, (1997), in his research article, “Learningand Teaching outside the Medical College, MedicalEthics”, suggested that coaching and private tuition is very common in the present situation and introduced the concept of learning and teaching outside the colleges. At present students are relying on the private coaching classes for their syllabus curriculum in Medical courses.

10)Abraham, (1997),in his article in Medical ethics, “Private Coaching Classes: A Need Fulfilled or Created?” investigated that private coaching classes was very essential for under graduate students for post graduate medical students coaching class was not needed because their grasping or learning capacity far developed from under graduate students.

11) Alam, (2008), in his research article, “Impact of Private Universities on Bangladeshi Education System: An investigator on Educational Policy”, gave the idea about coaching classes review, Knowledge as provided by an education system is neither defined as an industrial product nor a service.

12) Veenman and Dennessen, (2001), in his research, “The Coaching of Teachers: Result of 5 training Studies”, in Europe, inspires to coaching culture the academic research on coaching is most evident in Holland. It provides strong evidence from a number of studies which

included control groups, that there is a 'treatment' effect for trained coaches in terms of empowering teachers, good feedback, business-like approach, value placed on coaching by coached teachers, planning observations and coaching skills.

13) Roberts, Henderson, Cordingley, (2005), in the research titled "Teacher Coaching - Connecting Research and Practice", there are signs that such an approach spills over into teachers talking to colleagues more about teaching, and thinking more intensely about other lessons.

14) Timperley and Parr, (2008), in their research work,"Coaching as a Process of Knowledge Building and Self RegulatoryInquiry", in New Zealand study by considered teacher coaching within a project focused on improving children's writing. Baseline data showed that coached teachers did not and did not intend to act on the indirect suggestions of teacher coaches.

15) Robinson and Timperley, (2001), in their research "Mentoring Conversations Designed to Promote Student Teacher Learning", evaluated that the process of collaborative knowledge construction which includes the process of jointly deconstructing practice and engaging teachers' theories and stated that the tutors were provided with training in principles and practice of effective feedback process using protocols .

Comments on Review of Literature:

The present study differs in studying the student's opinion and their parent's perception about coaching classes and mainly the marketing strategies adoption by the coaching institutes. The role of coaching classes, innovation and technology have become midway between students and knowledge in modern technology in education process.

Research Methodology:

Research Design: For present study Expostfacto Descriptive research will be carried out

Data Sources: For the present study and primary data and secondary data sources will be considered.

Primary Data: Primary data for testing hypothesis will be collected by questionnaire with 500 respondents of 50 coaching classes from Nanded and 500 respondents from 50 coaching classes from Latur were selected. Researcher has considered the ownersof private coaching centres, the students from those classes and the parents of aspiring students. Researcher adopted well formulated questionnaire and survey and observation techniques.

Data collected by two methods

1. Survey method

2. Questionnaire and personal interview

3. Check list

Secondary Data collection

The secondary data will be collected from literature on the same subject and guidelines of educational curriculum. Expert opinion literatures on the subject, surveys, journals and news articles and research articles available on various internet sites and news paper.

Sampling plan

The descriptive term random means a certain method of selection to provide an unbiased cross-section of the larger group of population.

The criteria for random necessary in a sample are met when (i) every individual in the population has same chance of being chosen for the sample (ii) selection of one individual in no way influences the choice of another. In each of these cases selection is made in terms of some mechanical process and is not subject to the whims or biases of the experimenter.

Random sampling method will be used, from different organisation of different sample size. Sample size for the present study 500 respondents i.e. students from 100 private coaching classes and study will be conducted selected cities (i.e Nanded ,Latur) in Marathwada from Maharashtra.

Districts	Coaching Institute	Students*	Teacher	Parents
1.Nanded	50	500	100	100
2.Latur	50	500	100	100
Total	**100**	**1000**	**200**	**200**

Source: Researchers' Compilation

(*10% of total 10,000 students learning from private coaching classes in Nanded and Latur district).

Statistical Tools:

The appropriate statistical tools will be used to analyze the data. Data analysis will be done by parametric and non parametric statistical tools with the help of S.P.S.S software.

Importance of Research

In materialistic society everybody wants to earn more and more. He can earn more by business or by getting good paid jobs. But everybody does not have required experience or capital for the business. So, most of the persons come in the race of competition of well job. This competition starts since the birth of child. Parents get the registration in reputed school for their child before coming in this world. Coaching class is the tool of fulfilling the dreams of highly competitive society. After completing the education only few of them could get jobs through campus interview or other competition. And remaining again come in the race of competition of getting the jobs. In a materialistic world education is the key of success. It can make a man perfect in a particular field but could not improve his passion. It can make a profession but could not turn passion in to a profession. It can guarantee for success but not excellence.

Data analysis and Interpretation: Data will be collected from the responses obtained from the respondents in the form of questionnaire with the help of different statistical test with the help of descriptive and inferential statistics interpretation of data will be done.

Findings and conclusions and suggestions: Will be given at the end of doctoral research study.

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Chapter Scheme

1. Introduction: Researcher will be explaining the introductory information about the Private coaching culture and its scenario worldwide at a glance.

2. Review of literature: The researcher will be trying to collect maximum reviews of past researches from journals and national and international research article talks on the same subject and will try to find out research lacuna so that it will help to complete desired objectives of the present research.

3. Research Methodology: Researcher will use appropriate Sampling techniques and use suitable statistical tools necessary for comparative details study for the best results.

4. Profile of Private Coaching Classes in Nanded and Latur Districts: Researcher will try to give soft and gentle touch to furnish research gap and will try to cover coaching culture that will inspire the student approach.

5. Concept of Marketing and theoretical background of Strategies: In this topic researcher will add concept of marketing and its strategies with recent trends in marketing which will improve the strengths of Marketing of Private coaching classes and their effective use and its impact on the present Coaching Culture.

6. Data Analysis and Interpretation: Use of graphs and pie chart at appropriate use to explain the concept more clearly and effectively.

7.Findings, Conclusions and Suggestions: will be given at the end of the proposed research work.

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